

## ORDER



Orders	Order / Rev:	7646
	Alt Order #:	09672504
	Product Desc:	WINNING OUR FUTURE
	Estimate:	
	Flight Dates:	02/28/12 - 03/06/12
	Original Date / Rev:	02/28/12 / 02/28/12
	Order Type:	GENERAL

Local 12 WKRC-TV

Millennium Washington DC

MNAT

National

Agency	Name:	GEB International
	Buying Contact:	
	Billing Contact:	
		3931 S. Sherwood Forrest Blvd
		Baton Rouge, LA 70816

### Primary AE:

### Sales Office:

### Sales Region:

## Cash

## Broadcast

<b>Advertiser</b>	<b>Name:</b>	<b>Winning Our Future</b>
	<b>Demographic:</b>	A35+
	<b>Product Codes:</b>	Issues/Propositions
	<b>Priority:</b>	P-3
	<b>Revenue Codes:</b>	AGY, POL-ISS, GEN

**Billing Type:**

## Billing Calendar:

**Billing Cycle:**

### Agency Commission:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/27/12	03/05/12	27	\$19,000.00	\$16,150.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
March 2012	27	\$19,000.00	\$16,150.00	0.00
Total	27	\$19,000.00	\$16,150.00	0.00

#### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Millennium Washington DC Start Of Order - End Of Order 100%

## Order Share

Local 12 WKRC-TV	36%	\$19,000.00
Market	100%	\$52,777.78

#### Competitive Share

EKRC	2%	\$1,055.56
UNKWN	0%	\$0.00
WCPO	38%	\$20,055.56
WLWT	16%	\$8,444.44
WSTR	2%	\$1,055.56
WXIX	6%	\$3,166.67

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Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 3	WKRC	02/28/12	03/03/12	CBS This Morning		CM	7:00 AM-8:00 AM		MTWTF--	:30	2	\$325.00	P-1	0.00	NM		2	\$650.00
<b>EARLY SHW</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--			2		\$325.00		0.00							
E 4	WKRC	02/28/12	03/03/12	CBS This Morning		CM	8:00 AM-9:00 AM		MTWTF--	:30	2	\$325.00	P-1	0.00	NM		2	\$650.00
<b>EARLY SHW</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--			2		\$325.00		0.00							
E 5	WKRC	02/28/12	03/03/12	The Price is Right		CM	11:00 AM-12:00 PM		MTWTF--	:30	2	\$750.00	P-1	0.00	NM		2	\$1,500.00
<b>PRICE</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--			2		\$750.00		0.00							
E 6	WKRC	02/28/12	03/03/12	Local 12 News at Noon	CM		12:00 PM-12:30 PM		MTWTF--	:30	2	\$850.00	P-1	0.00	NM		2	\$1,700.00
<b>NEWS</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--			2		\$850.00		0.00							
E 7	WKRC	02/28/12	03/03/12	4p Local 12 News at Four	CM		4:00 PM-4:30 PM		MTWTF--	:30	1	\$550.00	P-1	0.00	NM		1	\$550.00
<b>NEWS</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--			1		\$550.00		0.00							
E 8	WKRC	02/28/12	03/03/12	4p Local 12 News at Four	CM		4:30 PM-5:00 PM		MTWTF--	:30	1	\$600.00	P-1	0.00	NM		1	\$600.00
<b>NEWS</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--			1		\$600.00		0.00							
E 9	WKRC	02/28/12	03/03/12	5p Local 12 News at Five	CM		5:00 PM-5:30 PM		MTWTF--	:30	1	\$750.00	P-1	0.00	NM		1	\$750.00
<b>NEWS</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--			1		\$750.00		0.00							
E 10	WKRC	02/28/12	03/05/12	M-F Early News Rot	CM		5:30 PM-6:30 PM		MTWTF--	:30	4	\$850.00	P-1	0.00	NM		4	\$3,400.00
<b>NEWS</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--			4		\$850.00		0.00							
E 11	WKRC	02/28/12	03/03/12	11p M-F Local 12 News	CM		11:00 PM-11:35 PM		MTWTF--	:30	1	\$1,200.00	P-2	0.00	NM		1	\$1,200.00
<b>NEWS</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/28/12	03/05/12	-TWTF--			1		\$1,200.00		0.00							
E 12	WKRC	03/05/12	03/05/12	11p M-F Local 12 News	CM		11:00 PM-11:35 PM		M-----	:30	1	\$1,800.00	P-1	0.00	NM		1	\$1,800.00
<b>NEWS</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 03/05/12	03/11/12	M-----			1		\$1,800.00		0.00							
E 13	WKRC	03/03/12	03/03/12	6a-8a Local 12 News Sat	CM		7:00 AM-8:00 AM		-----S-	:30	1	\$350.00	P-1	0.00	NM		1	\$350.00
<b>NEWS</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/27/12	03/04/12	-----S-			1		\$350.00		0.00							
E 14	WKRC	03/03/12	03/03/12	6pm Local 12 News Sat	CM		6:00 PM-6:30 PM		-----S-	:30	1	\$450.00	P-1	0.00	NM		1	\$450.00
<b>NEWS</b>																		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 02/27/12	03/04/12	-----S-			1		\$450.00		0.00							
E 15	WKRC	03/04/12	03/04/12		CM		10:00 AM-10:30 AM		-----S	:30	1	\$900.00	P-1	0.00	NM		1	\$900.00

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